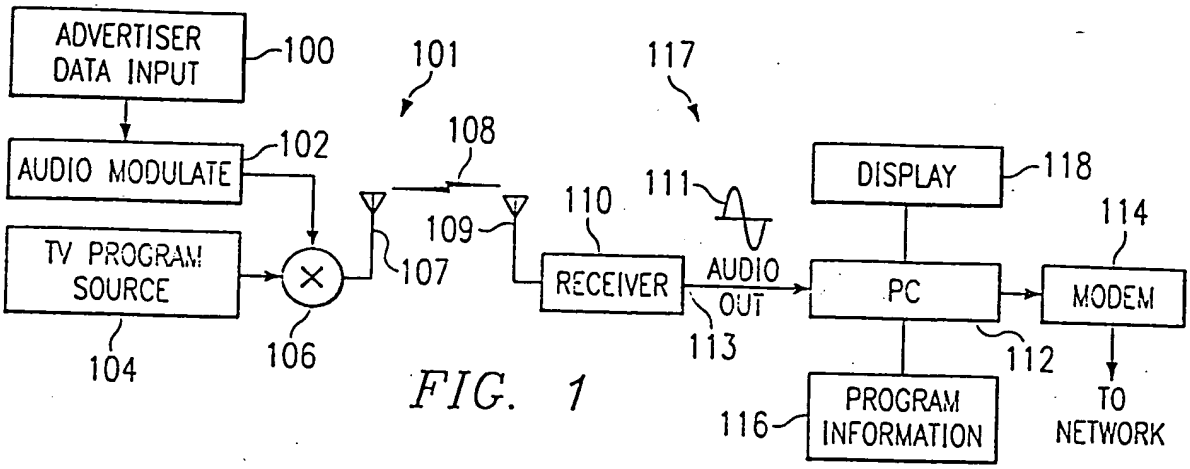


FIG. 1

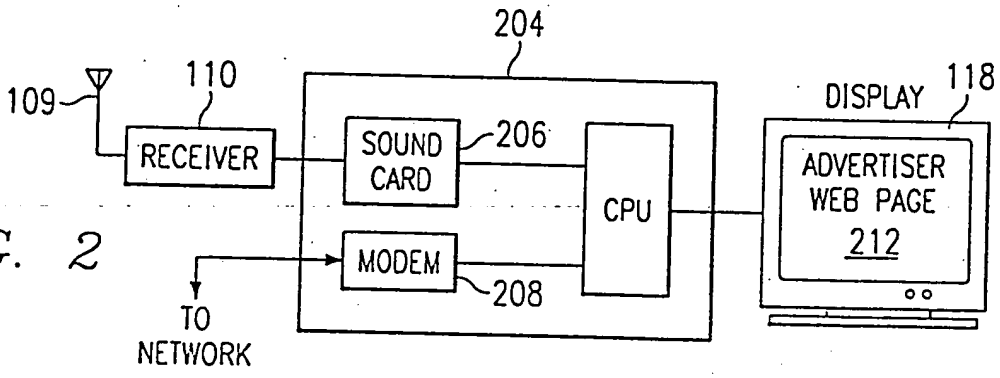


FIG. 2

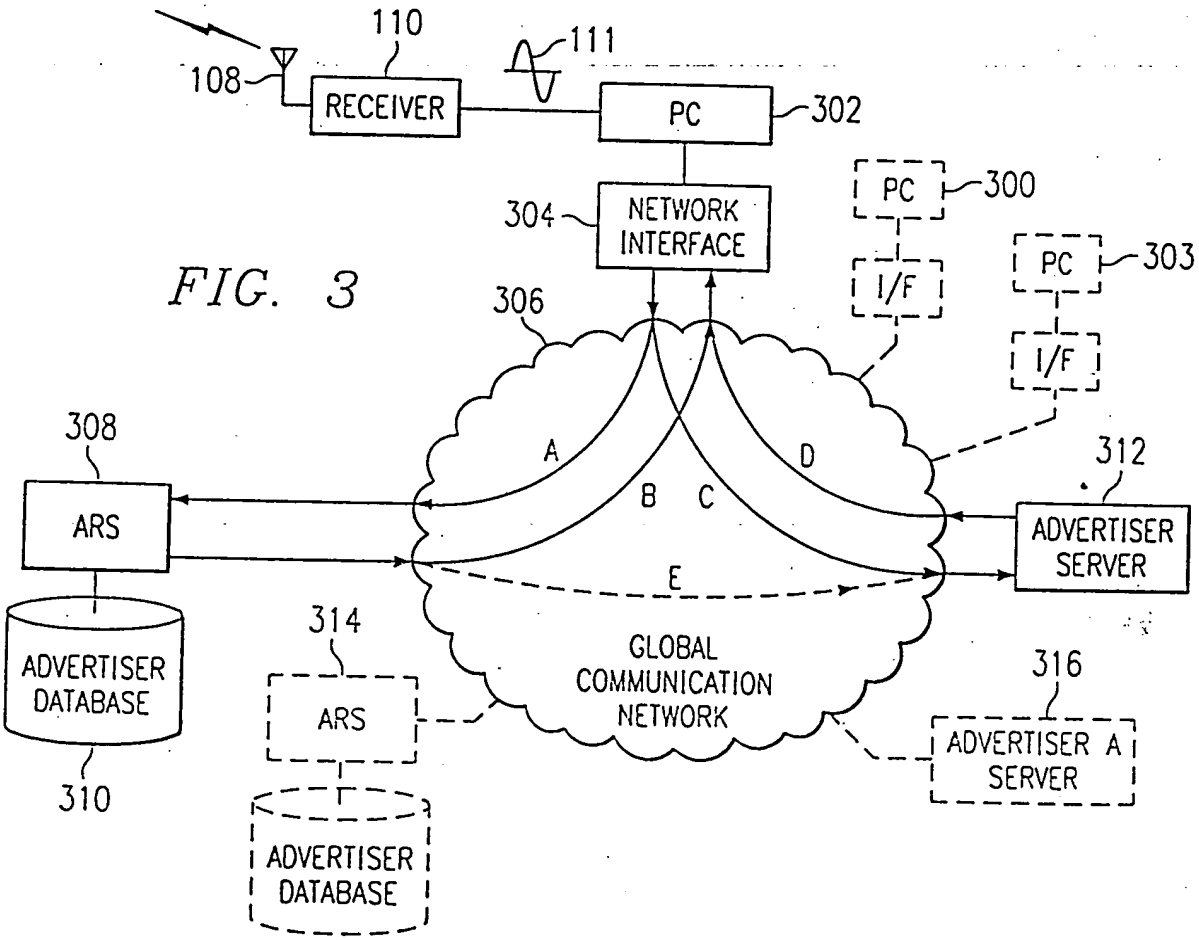


FIG. 3

PATH A: SOURCE TO ARS

FIG. 4a

PATH B: ARS TO SOURCE

FIG. 4b

PATH C: SOURCE TO ADVERTISER

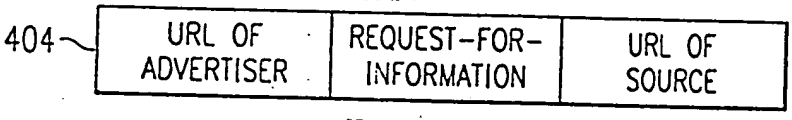


FIG. 4c

PATH D: ADVERTISER TO SOURCE

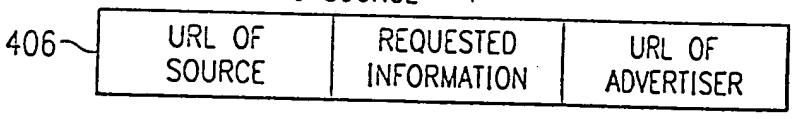


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

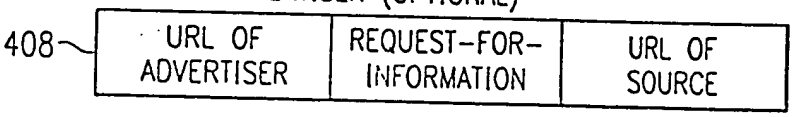


FIG. 4e

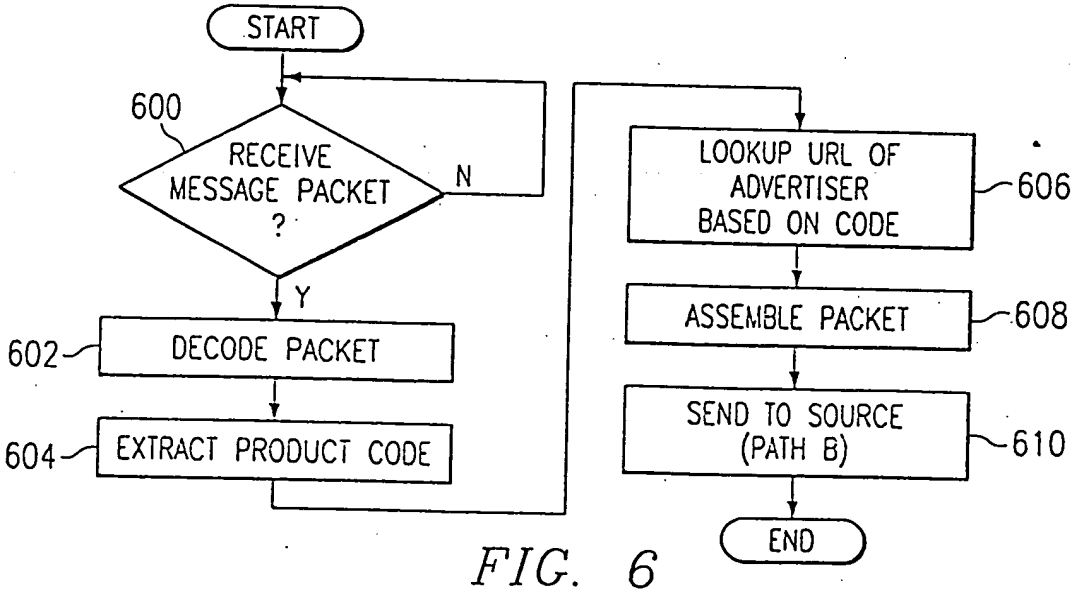


FIG. 6

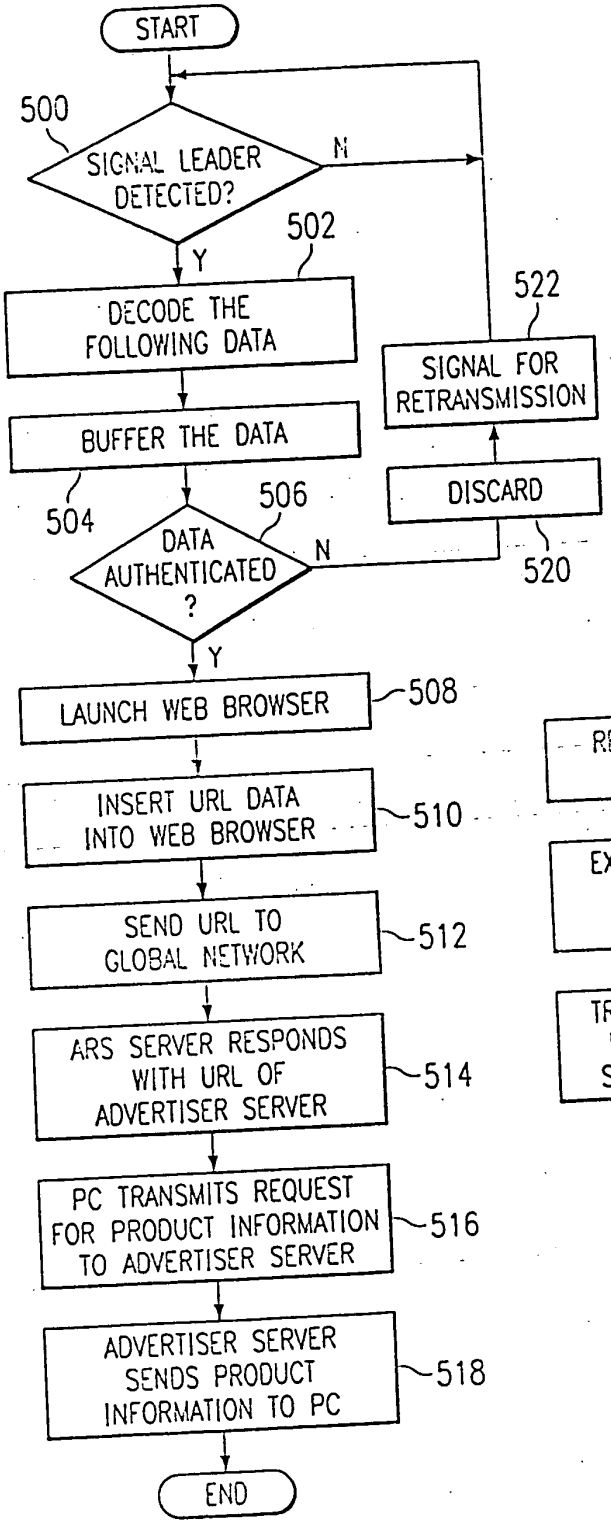

START
500
SIGNAL LEADER DETECTED?
N
Y
502
DECODE THE FOLLOWING DATA
BUFFER THE DATA
504
506
DATA AUTHENTICATED ?
N
Y
522
SIGNAL FOR RETRANSMISSION
DISCARD
520
LAUNCH WEB BROWSER
508
INSERT URL DATA INTO WEB BROWSER
510
SEND URL TO GLOBAL NETWORK
512
ARS SERVER RESPONDS WITH URL OF ADVERTISER SERVER
514
PC TRANSMITS REQUEST FOR PRODUCT INFORMATION TO ADVERTISER SERVER
516
ADVERTISER SERVER SENDS PRODUCT INFORMATION TO PC
518
END

FIG. 5

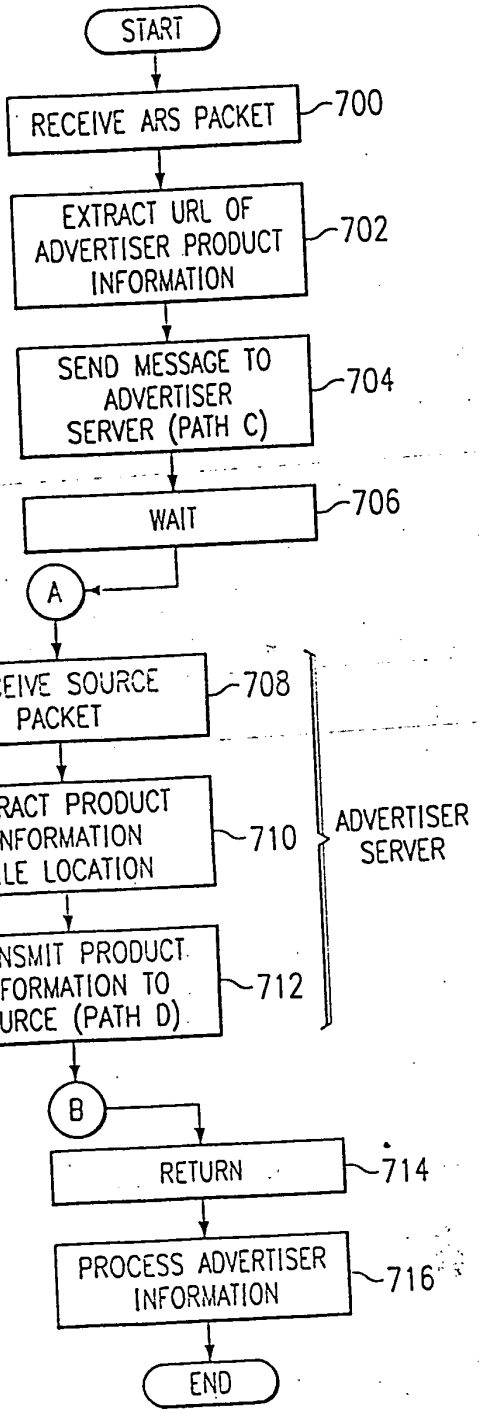

START
RECEIVE ARS PACKET
700
EXTRACT URL OF ADVERTISER PRODUCT INFORMATION
702
SEND MESSAGE TO ADVERTISER SERVER (PATH C)
704
WAIT
706
A
RECEIVE SOURCE PACKET
708
EXTRACT PRODUCT INFORMATION FILE LOCATION
710
TRANSMIT PRODUCT INFORMATION TO SOURCE (PATH D)
712
ADVERTISER SERVER
B
RETURN
714
PROCESS ADVERTISER INFORMATION
716
END

FIG. 7

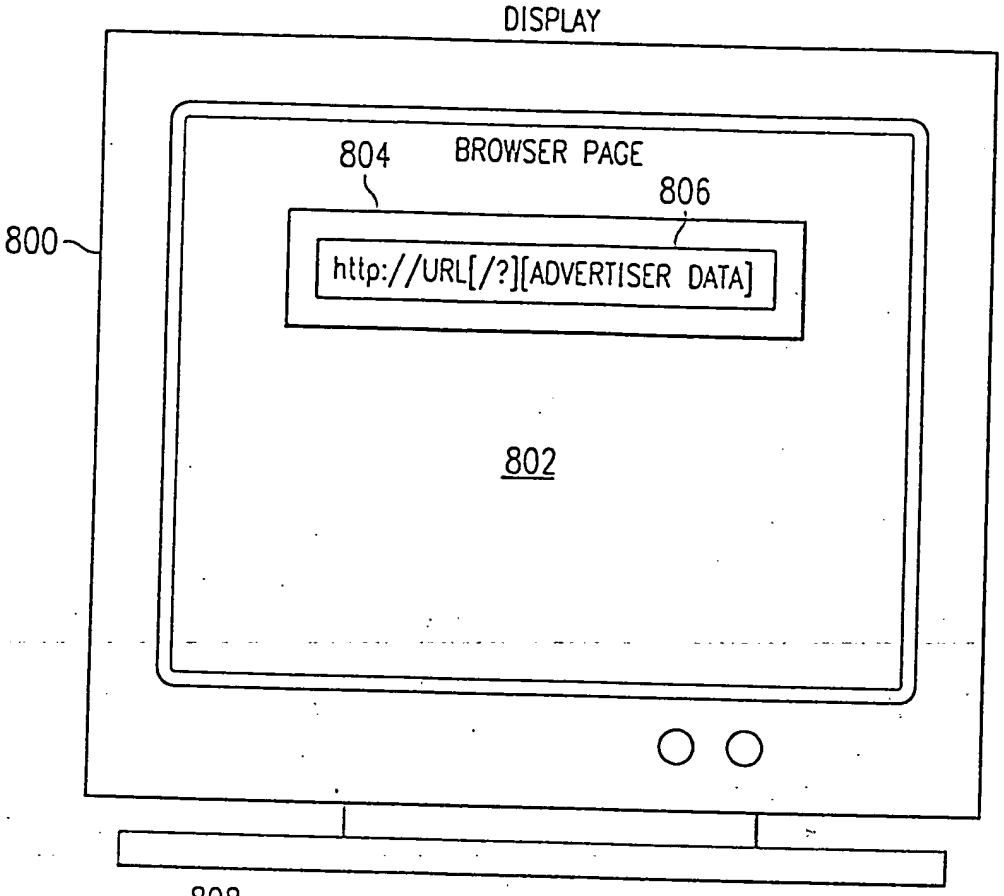
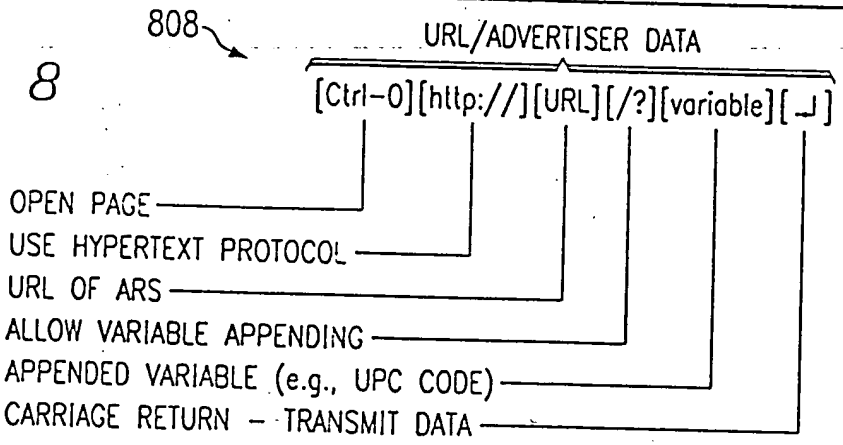

DISPLAY
800
804
BROWSER PAGE
806
http://URL[/?][ADVERTISER DATA]
802

FIG. 8


808
URL/ADVERTISER DATA
[Ctrl-0][http://][URL][/?][variable][↵]
OPEN PAGE
USE HYPERTEXT PROTOCOL
URL OF ARS
ALLOW VARIABLE APPENDING
APPENDED VARIABLE (e.g., UPC CODE)
CARRIAGE RETURN – TRANSMIT DATA

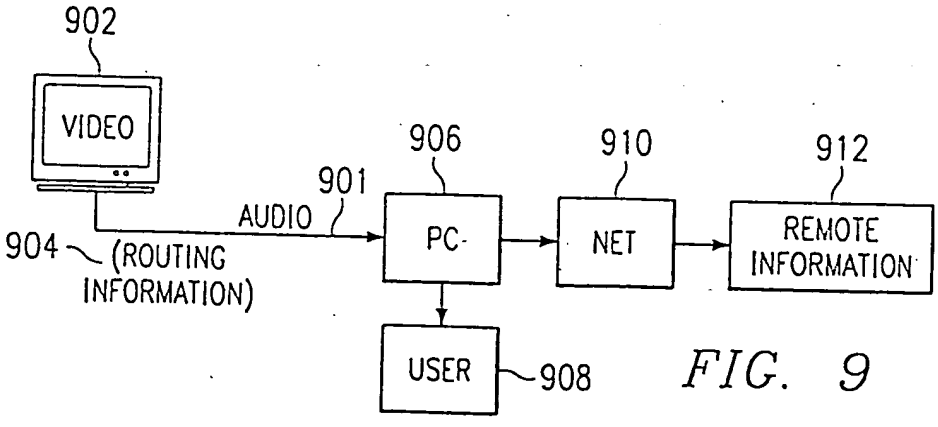

902
VIDEO
906
910
912
901
AUDIO
904
(ROUTING INFORMATION)
PC
NET
REMOTE INFORMATION
USER
908

FIG. 9

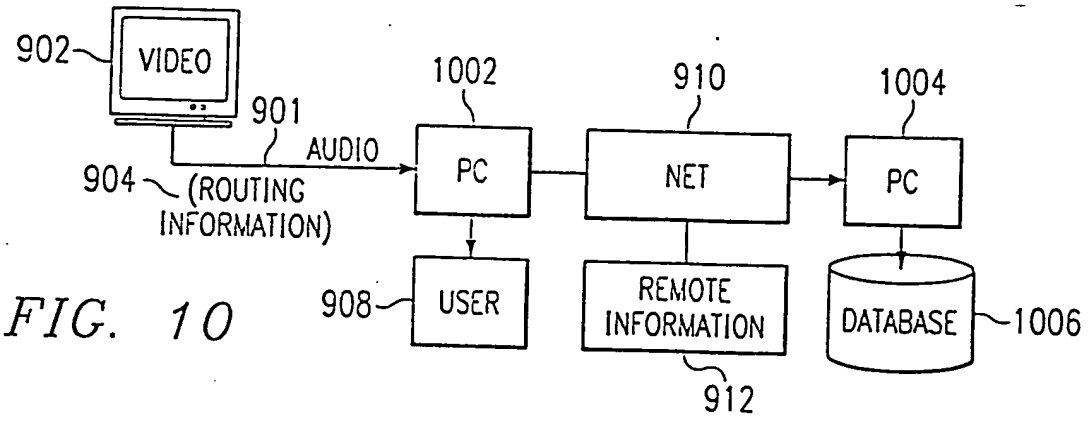


FIG. 10

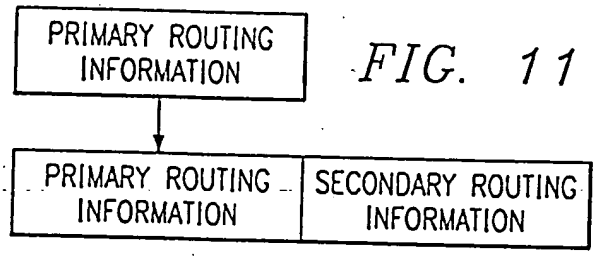


FIG. 11

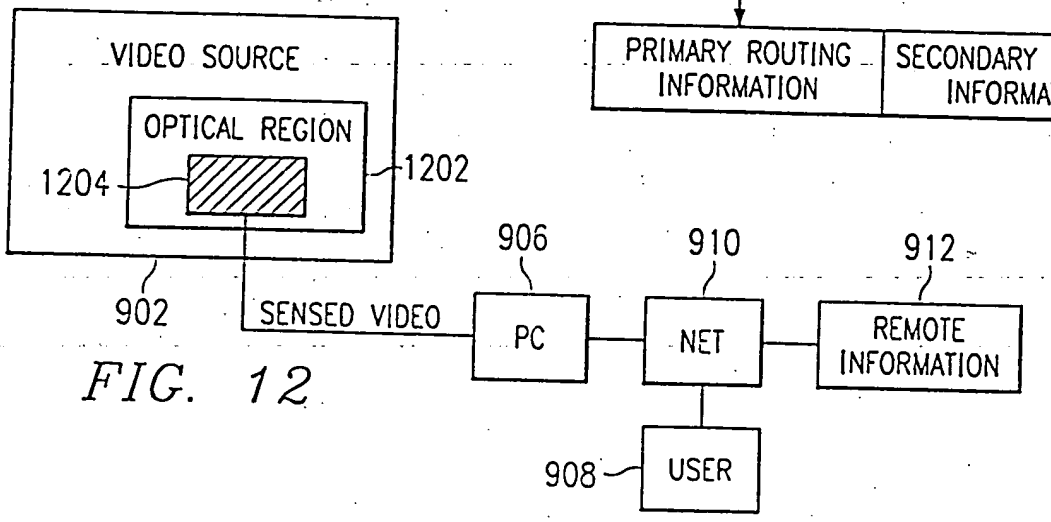


FIG. 12

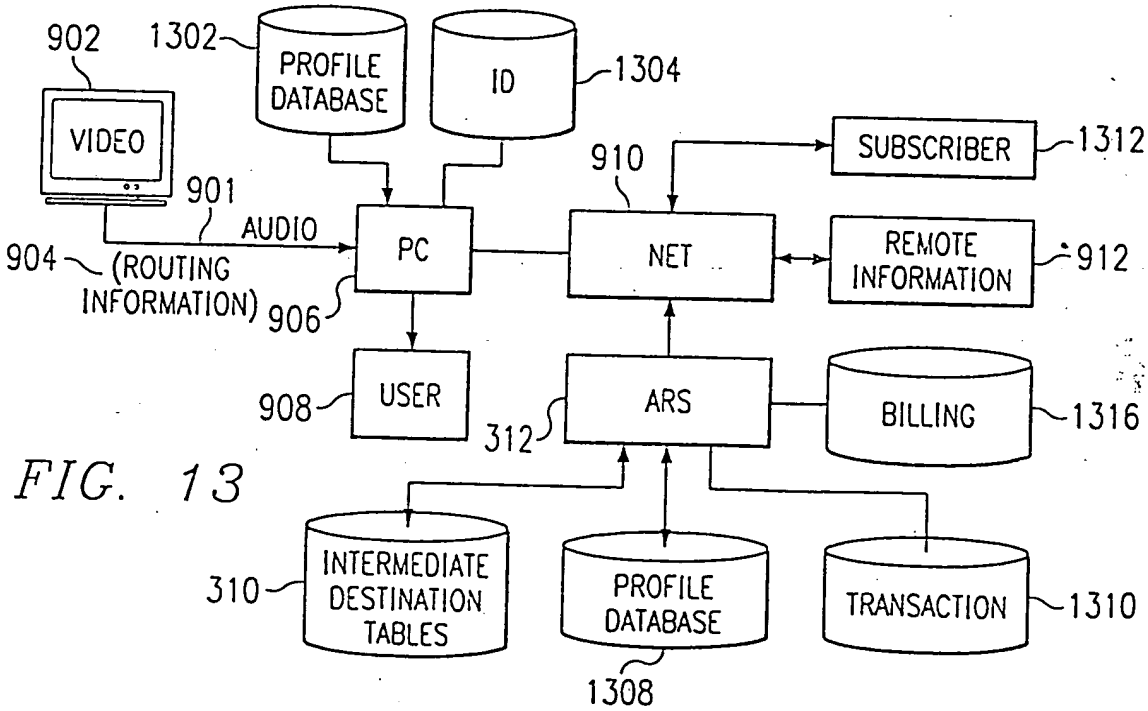


FIG. 13

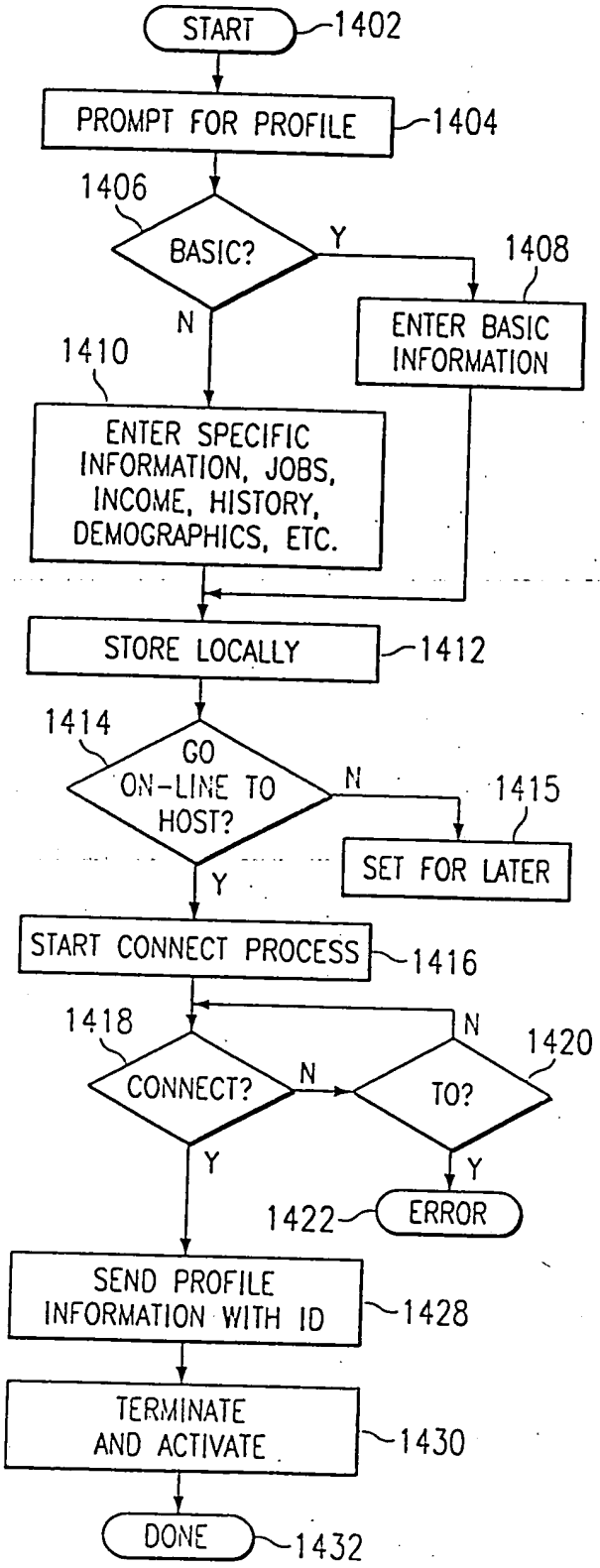

START
1402
PROMPT FOR PROFILE
1404
1406
BASIC?
Y
1408
ENTER BASIC INFORMATION
N
1410
ENTER SPECIFIC INFORMATION, JOBS, INCOME, HISTORY, DEMOGRAPHICS, ETC.
STORE LOCALLY
1412
1414
GO ON-LINE TO HOST?
N
1415
SET FOR LATER
Y
START CONNECT PROCESS
1416
1418
CONNECT?
N
TO?
1420
N
Y
Y
1422
ERROR
SEND PROFILE INFORMATION WITH ID
1428
TERMINATE AND ACTIVATE
1430
DONE
1432

FIG. 14

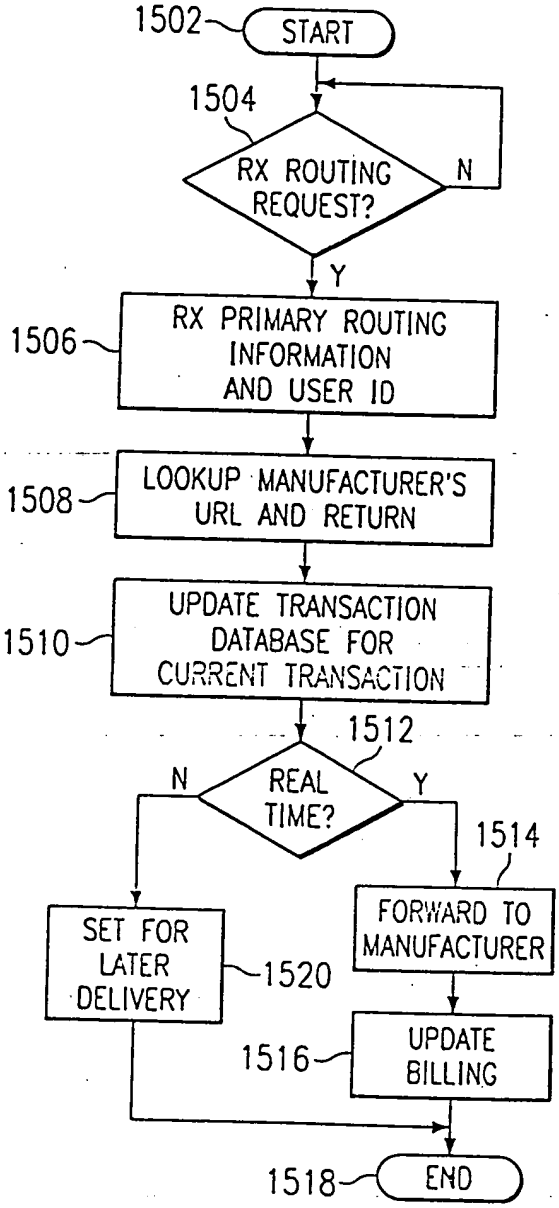

1502
START
1504
RX ROUTING REQUEST?
N
Y
1506
RX PRIMARY ROUTING INFORMATION AND USER ID
1508
LOOKUP MANUFACTURER'S URL AND RETURN
1510
UPDATE TRANSACTION DATABASE FOR CURRENT TRANSACTION
1512
N
REAL TIME?
Y
1514
SET FOR LATER DELIVERY
1520
FORWARD TO MANUFACTURER
1516
UPDATE BILLING
1518
END

FIG. 15

SCANNED: 10621.SCD

FIG. 16

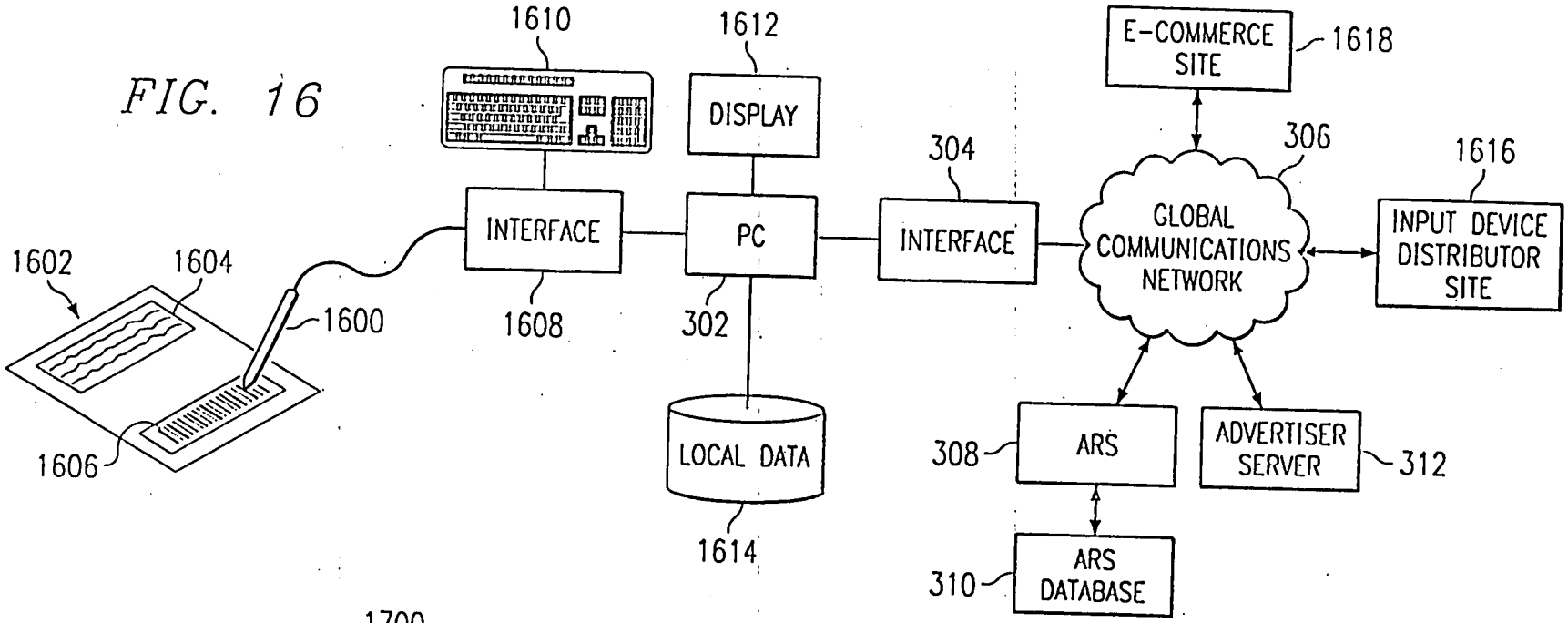


FIG. 17

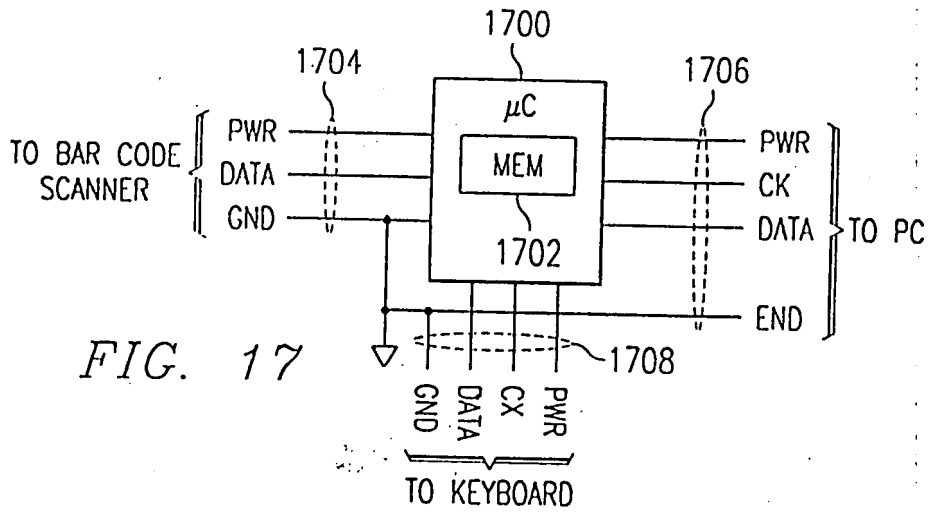


FIG. 18

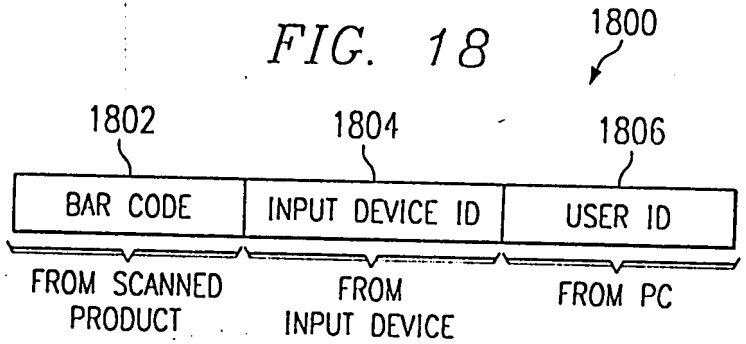


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FIG. 19

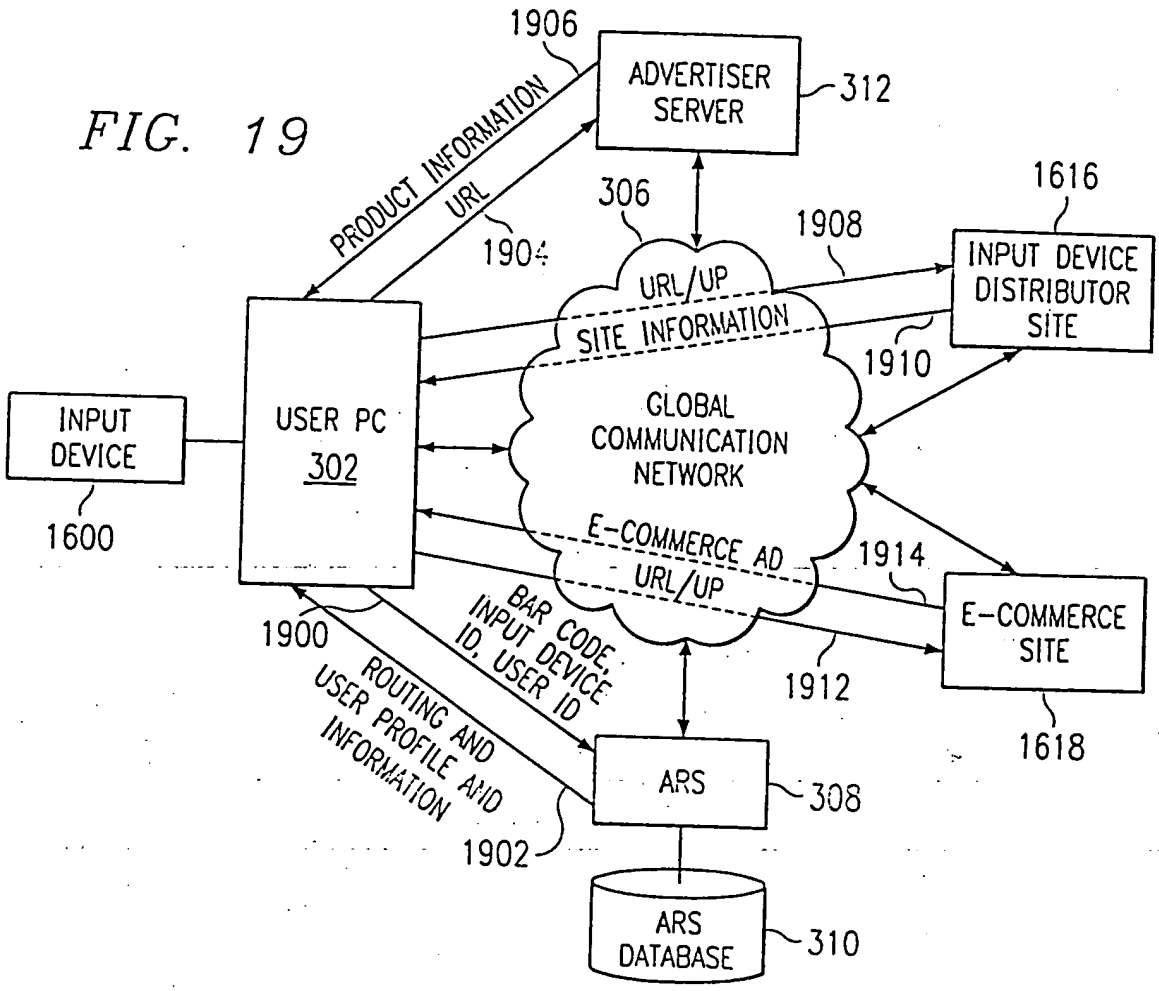

1906
ADVERTISER SERVER
312
PRODUCT INFORMATION
URL
1904
306
1908
1616
INPUT DEVICE DISTRIBUTOR SITE
URL/UP
SITE INFORMATION
1910
INPUT DEVICE
1600
USER PC
302
GLOBAL COMMUNICATION NETWORK
E-COMMERCE AD
URL/UP
1914
E-COMMERCE SITE
1618
1900
BAR CODE, INPUT DEVICE ID, USER ID
ROUTING AND USER PROFILE AND INFORMATION
1912
ARS
308
1902
ARS DATABASE
310

FIG. 20

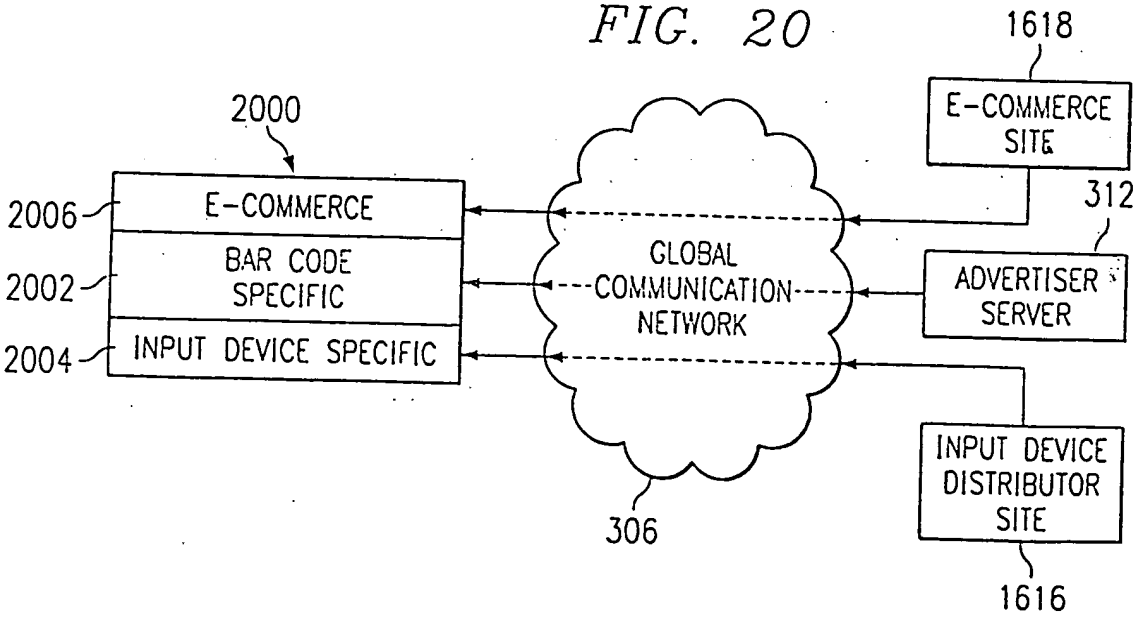

1618
E-COMMERCE SITE
2000
312
2006
E-COMMERCE
2002
BAR CODE SPECIFIC
2004
INPUT DEVICE SPECIFIC
GLOBAL COMMUNICATION NETWORK
ADVERTISER SERVER
INPUT DEVICE DISTRIBUTOR SITE
306
1616

FIG. 21

ARS DATABASE 2100

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

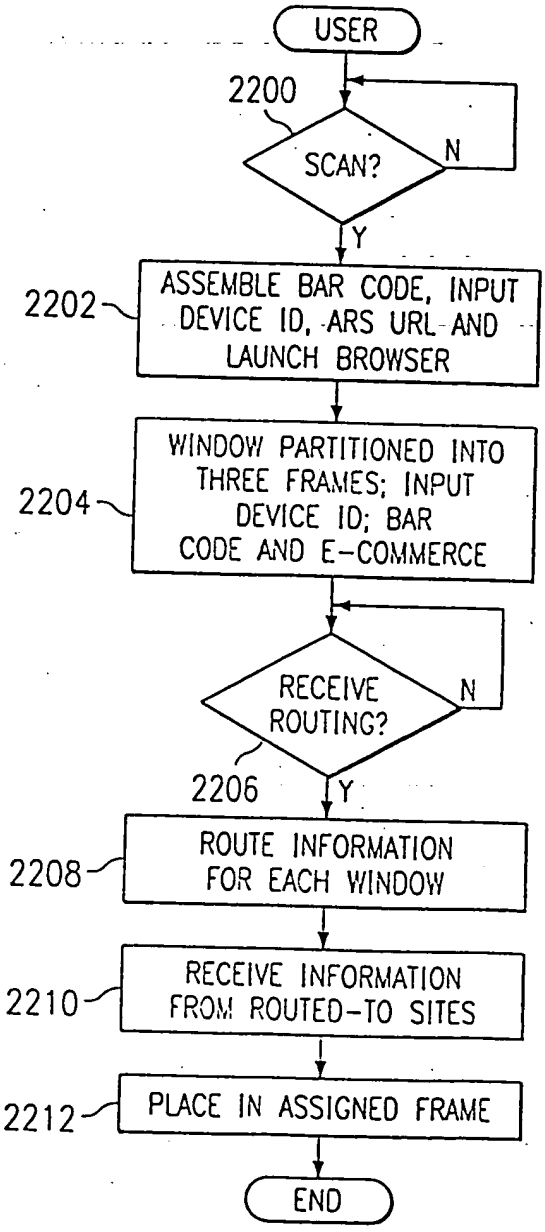


FIG. 23

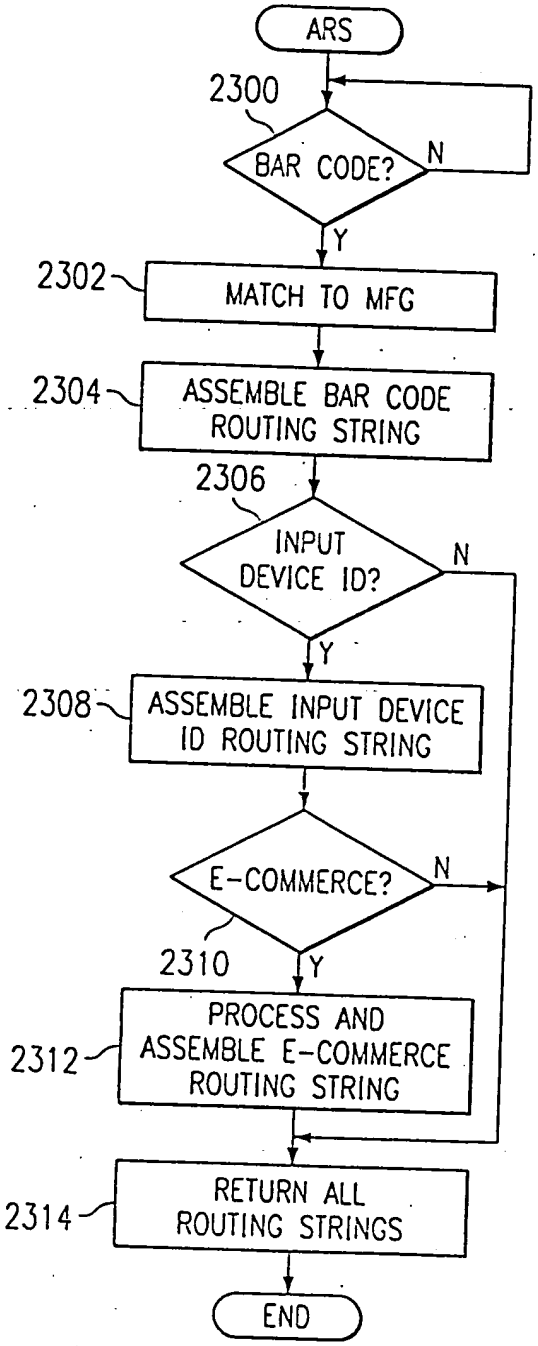
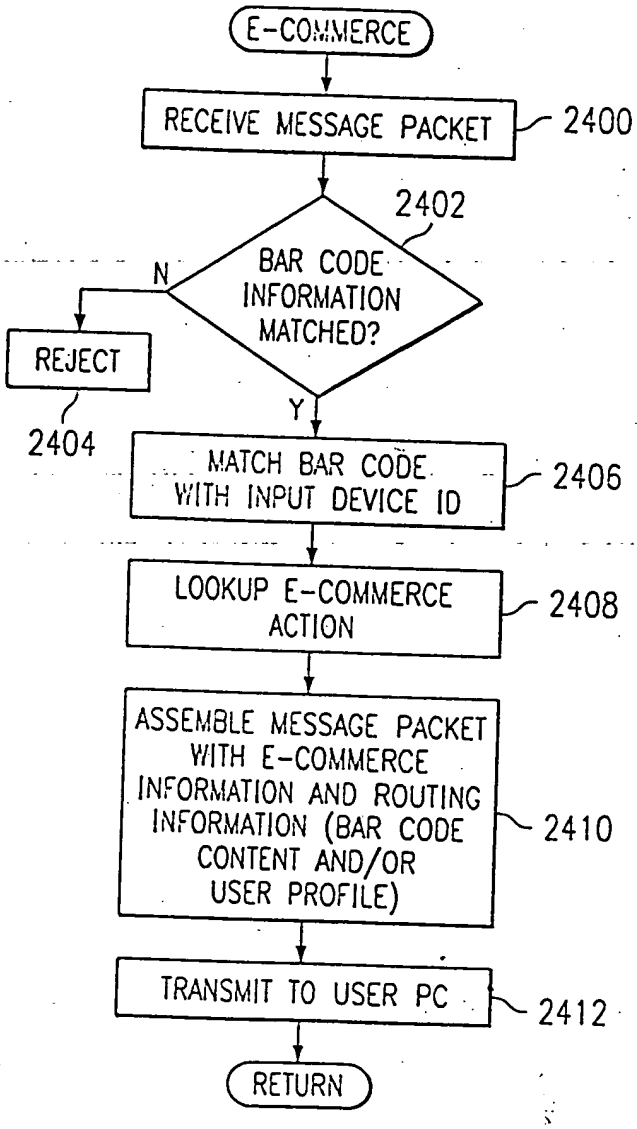

ARS
2300
BAR CODE?
N
Y
2302
MATCH TO MFG
2304
ASSEMBLE BAR CODE ROUTING STRING
2306
INPUT DEVICE ID?
N
Y
2308
ASSEMBLE INPUT DEVICE ID ROUTING STRING
E-COMMERCE?
N
2310
Y
2312
PROCESS AND ASSEMBLE E-COMMERCE ROUTING STRING
2314
RETURN ALL ROUTING STRINGS
END

FIG. 24


E-COMMERCE
RECEIVE MESSAGE PACKET
2400
2402
BAR CODE INFORMATION MATCHED?
N
REJECT
2404
Y
MATCH BAR CODE WITH INPUT DEVICE ID
2406
LOOKUP E-COMMERCE ACTION
2408
ASSEMBLE MESSAGE PACKET WITH E-COMMERCE INFORMATION AND ROUTING INFORMATION (BAR CODE CONTENT AND/OR USER PROFILE)
2410
TRANSMIT TO USER PC
2412
RETURN

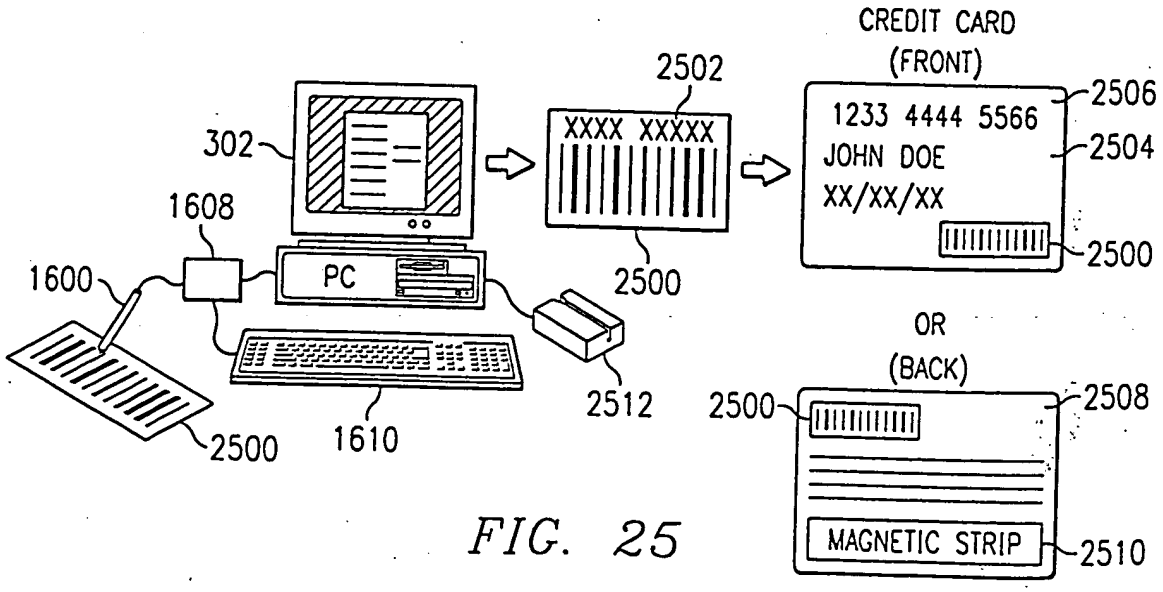

CREDIT CARD
(FRONT)
2502
XXXX XXXXX
1233 4444 5566
JOHN DOE
XX/XX/XX
2506
2504
2500
302
1608
1600
PC
2500
2512
1610
2500
OR
(BACK)
2500
2508
MAGNETIC STRIP
2510

FIG. 25

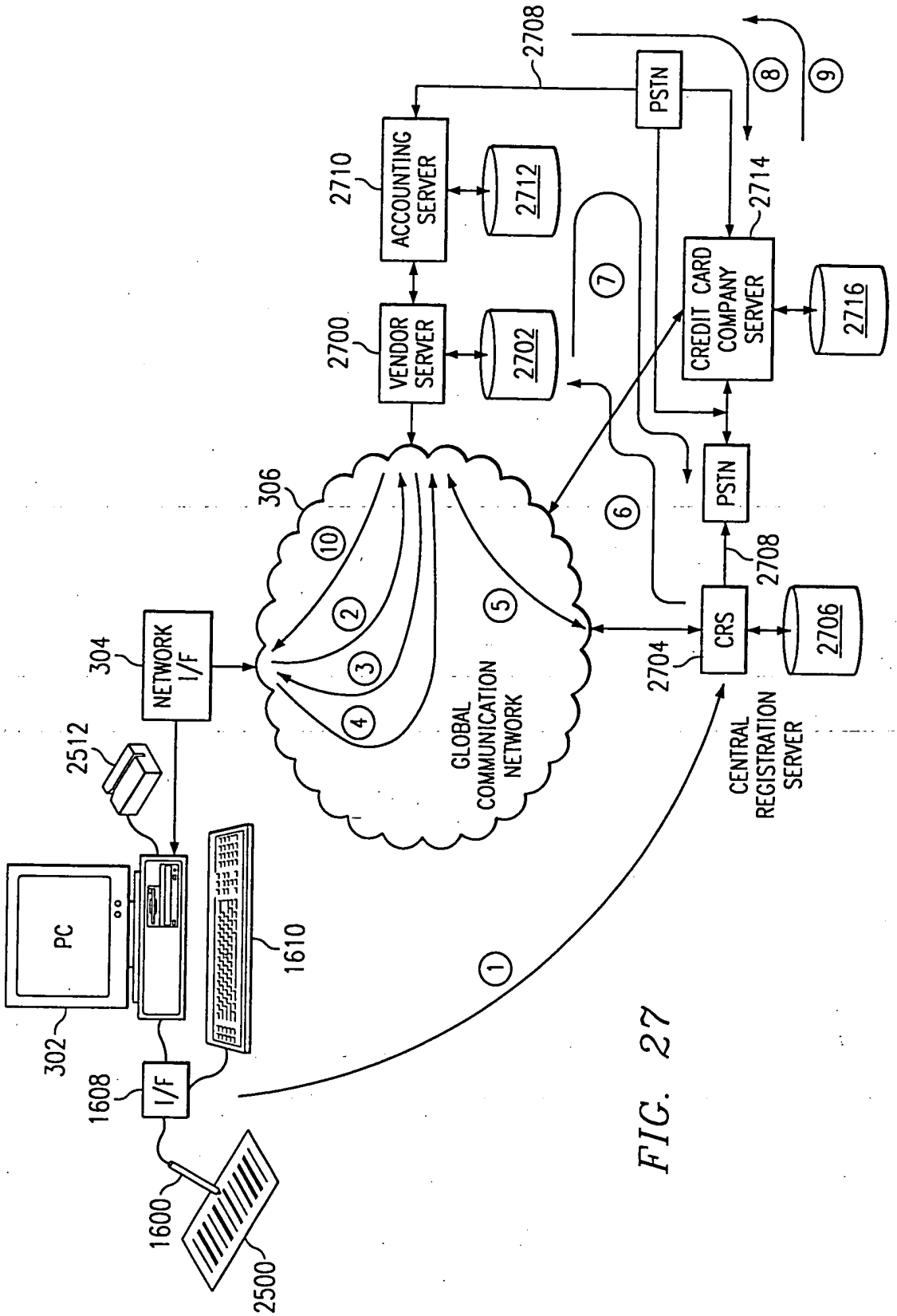

PC
302
1608
I/F
1600
2500
1610
2512
304
NETWORK I/F
306
GLOBAL COMMUNICATION NETWORK
2700
VENDOR SERVER
2702
2710
ACCOUNTING SERVER
2712
2708
PSTN
2714
CREDIT CARD COMPANY SERVER
2716
PSTN
2708
CRS
2704
2706
CENTRAL REGISTRATION SERVER
1
2
3
4
5
6
7
8
9
10

FIG. 27

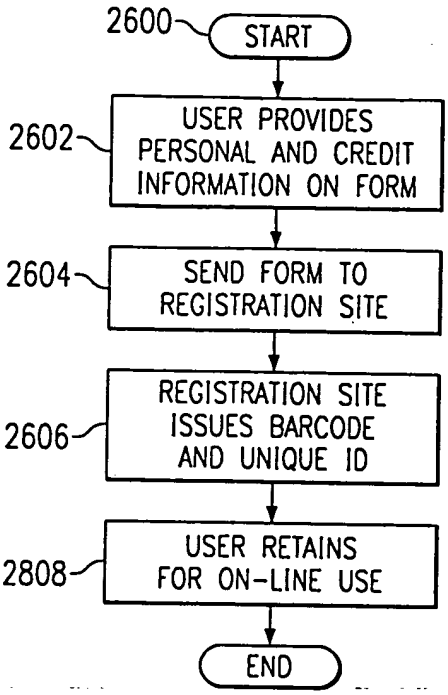


FIG. 26

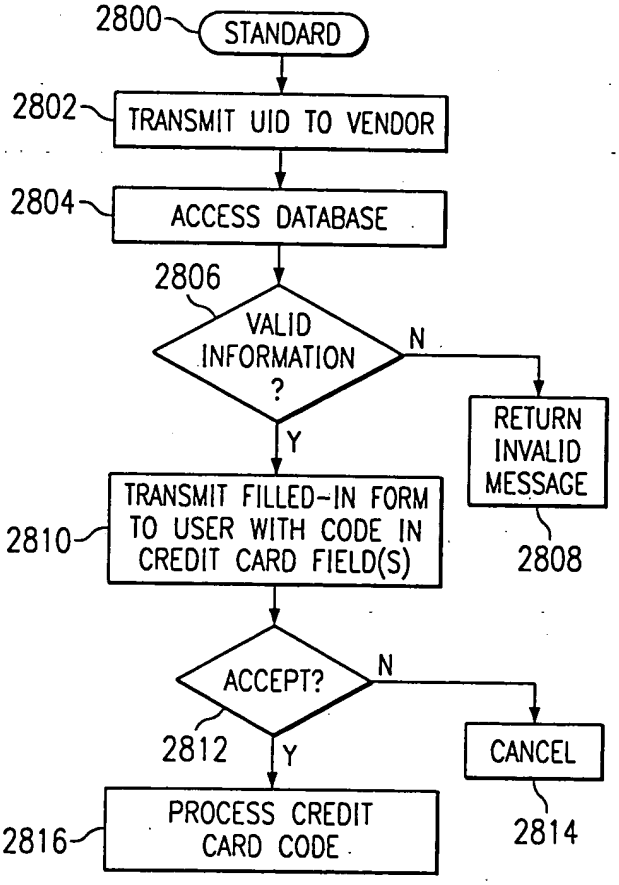


FIG. 28

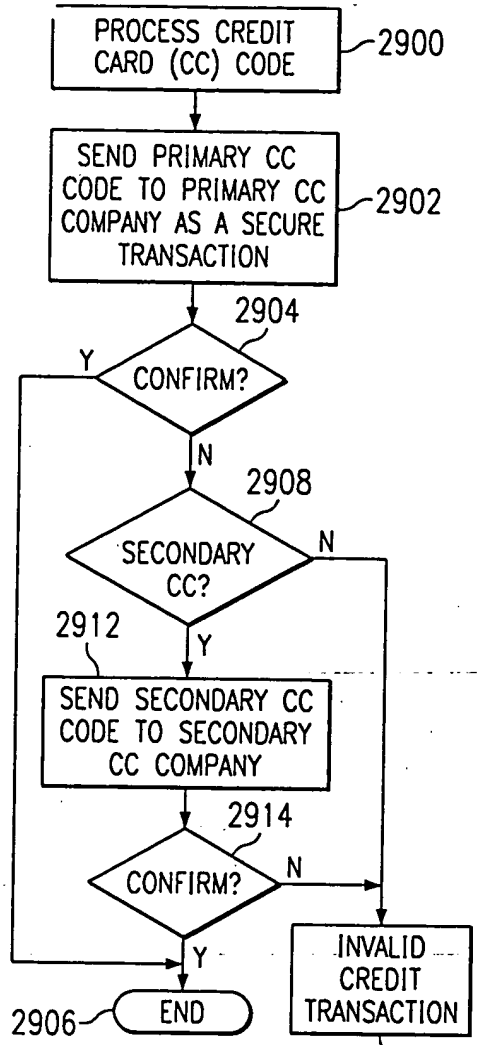


FIG. 29

SUBSTITUTE SHEET (RULE 26)

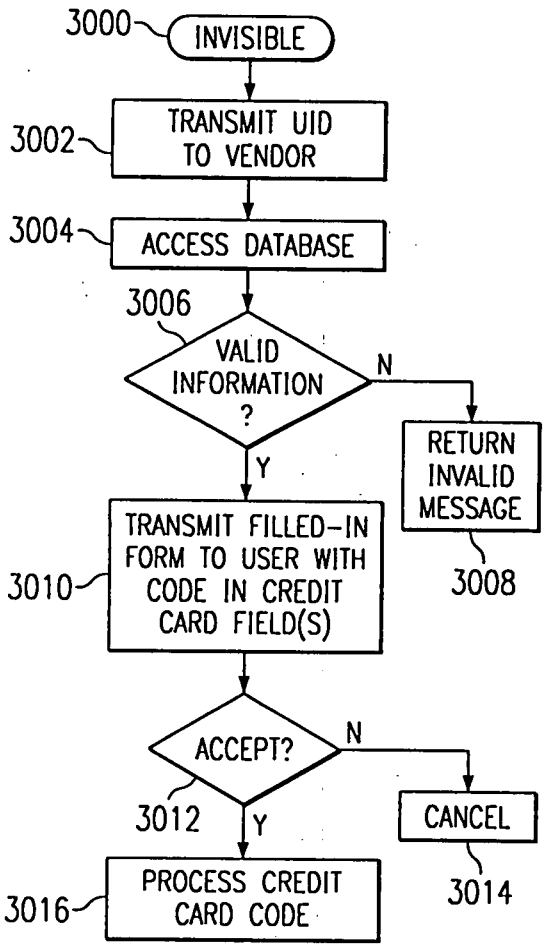


FIG. 30

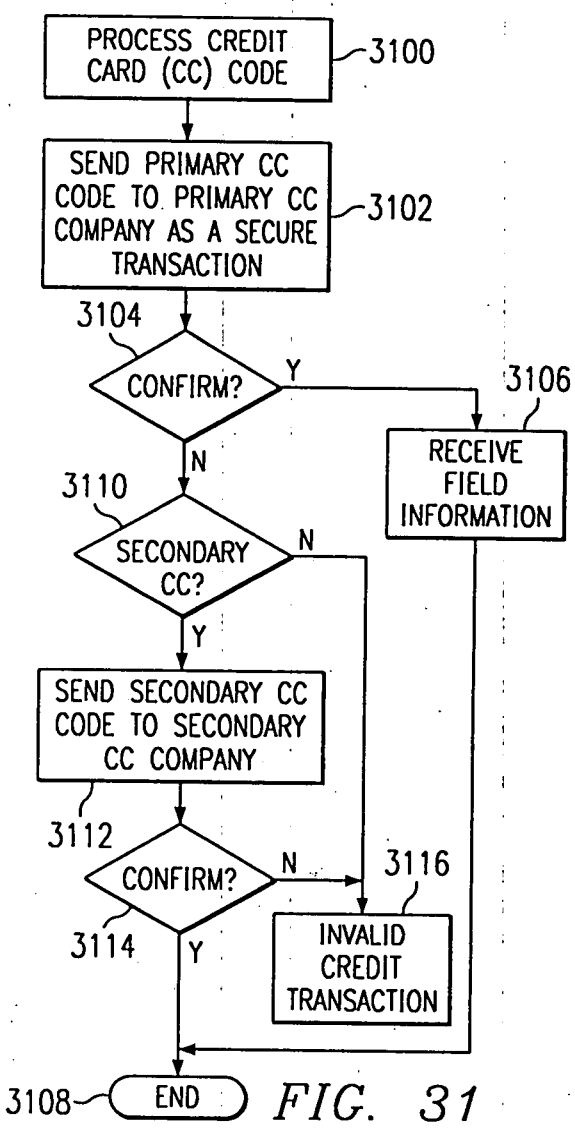


FIG. 31

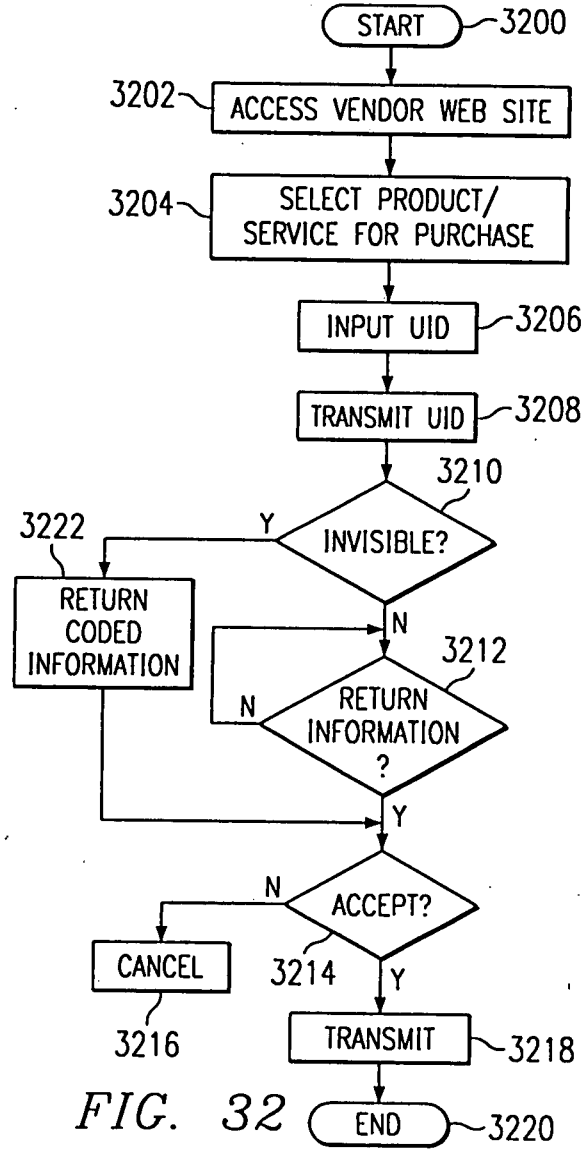


FIG. 32

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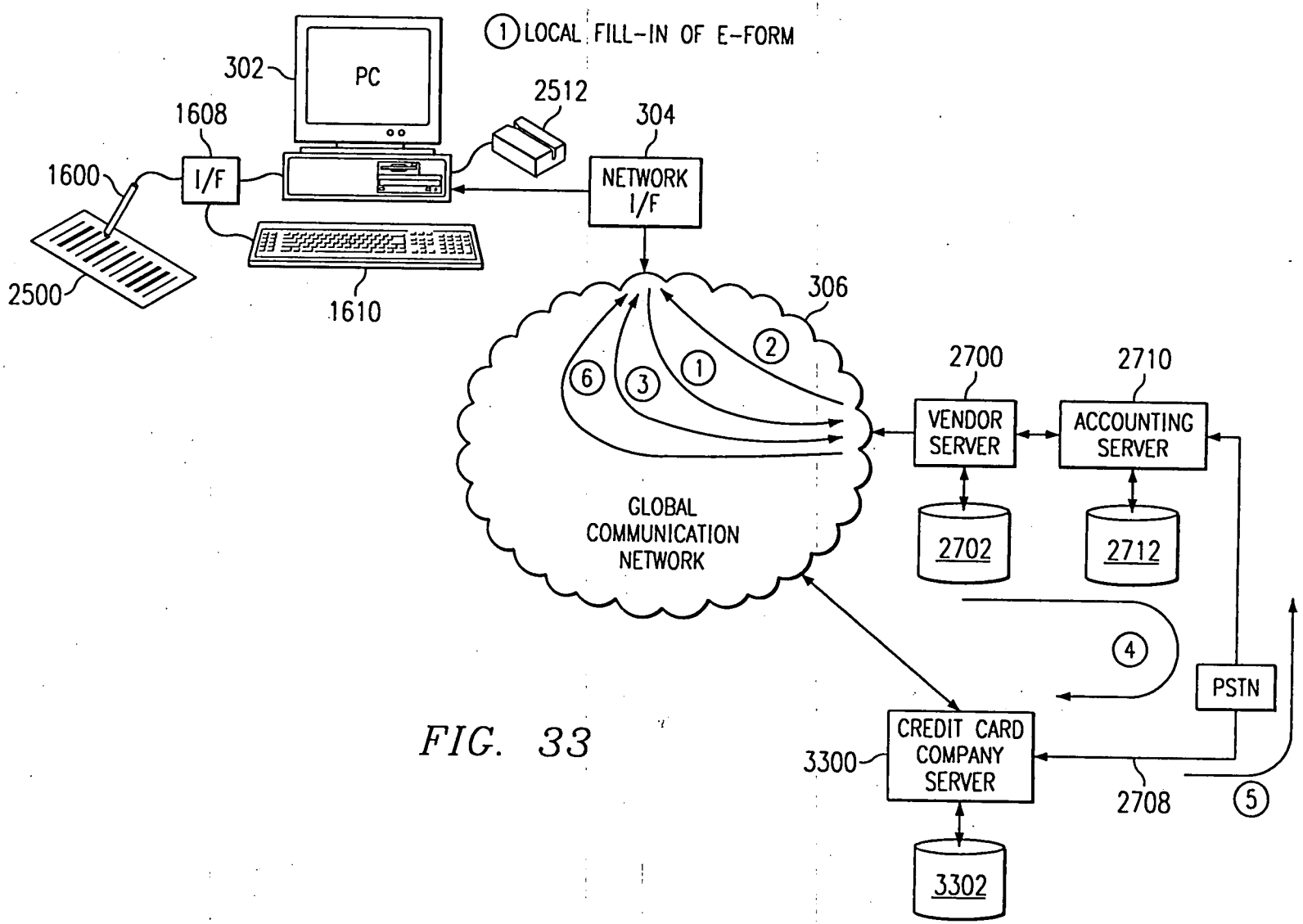
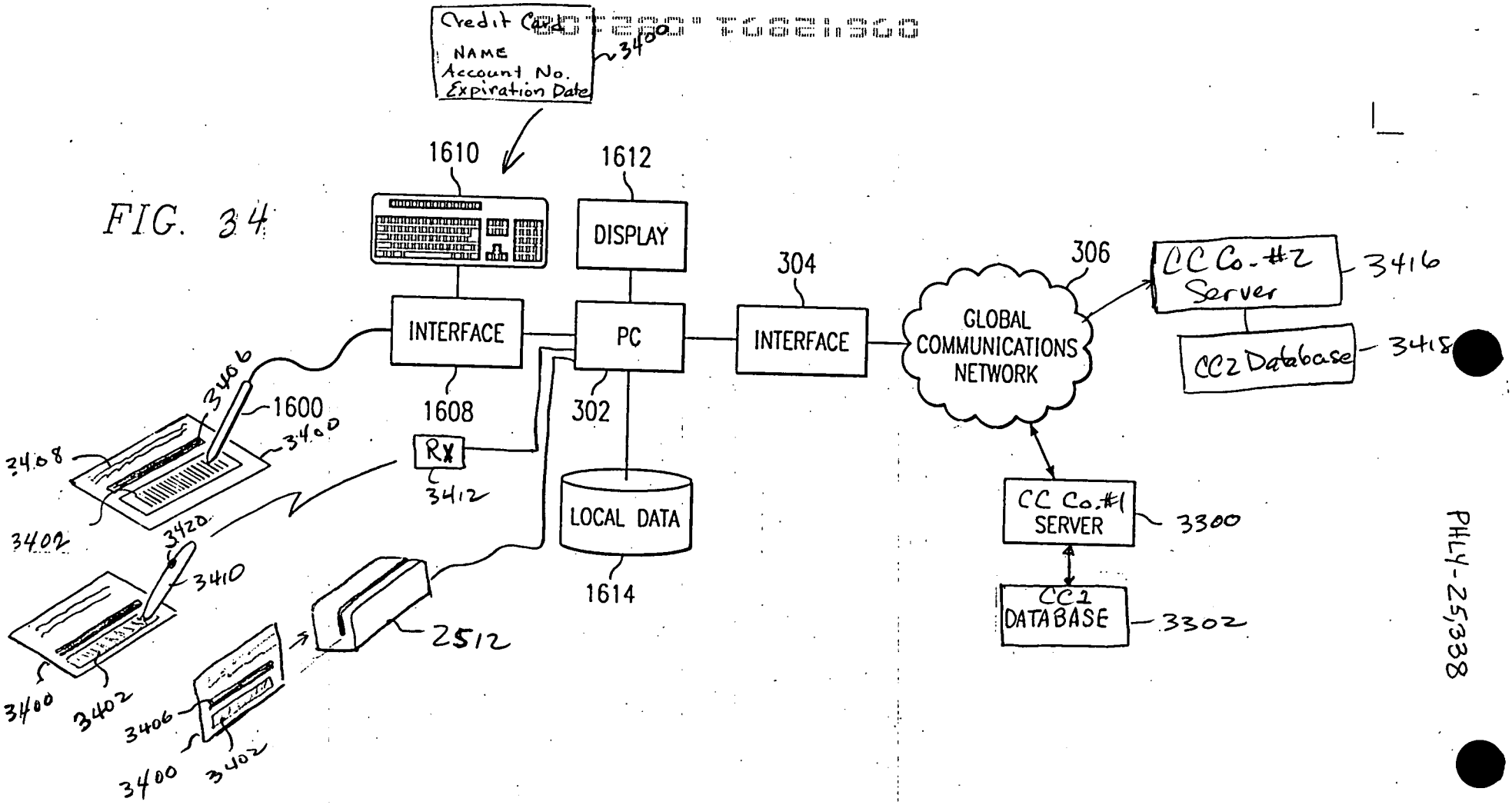


FIG. 33

FIG. 34



PHLY-25338

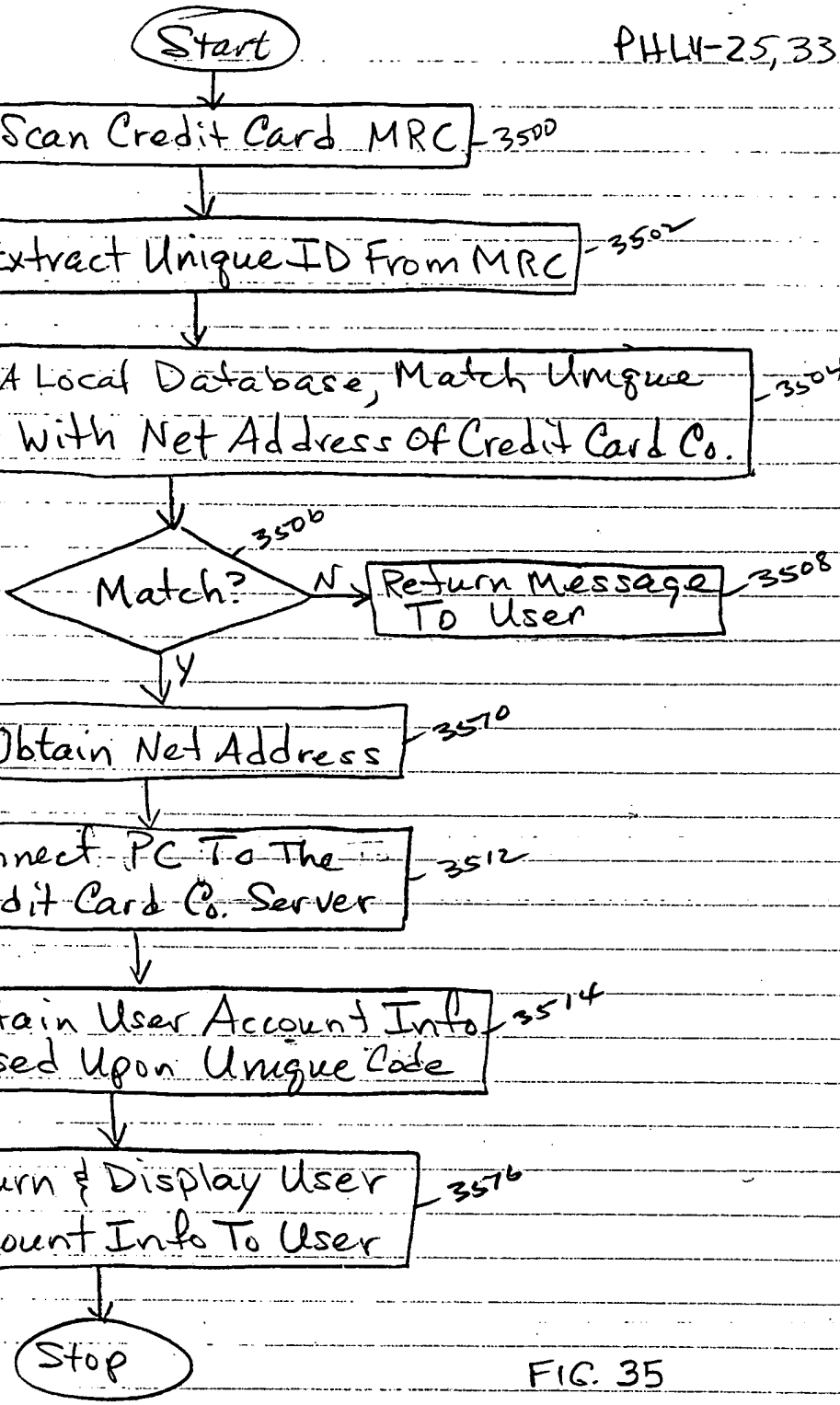
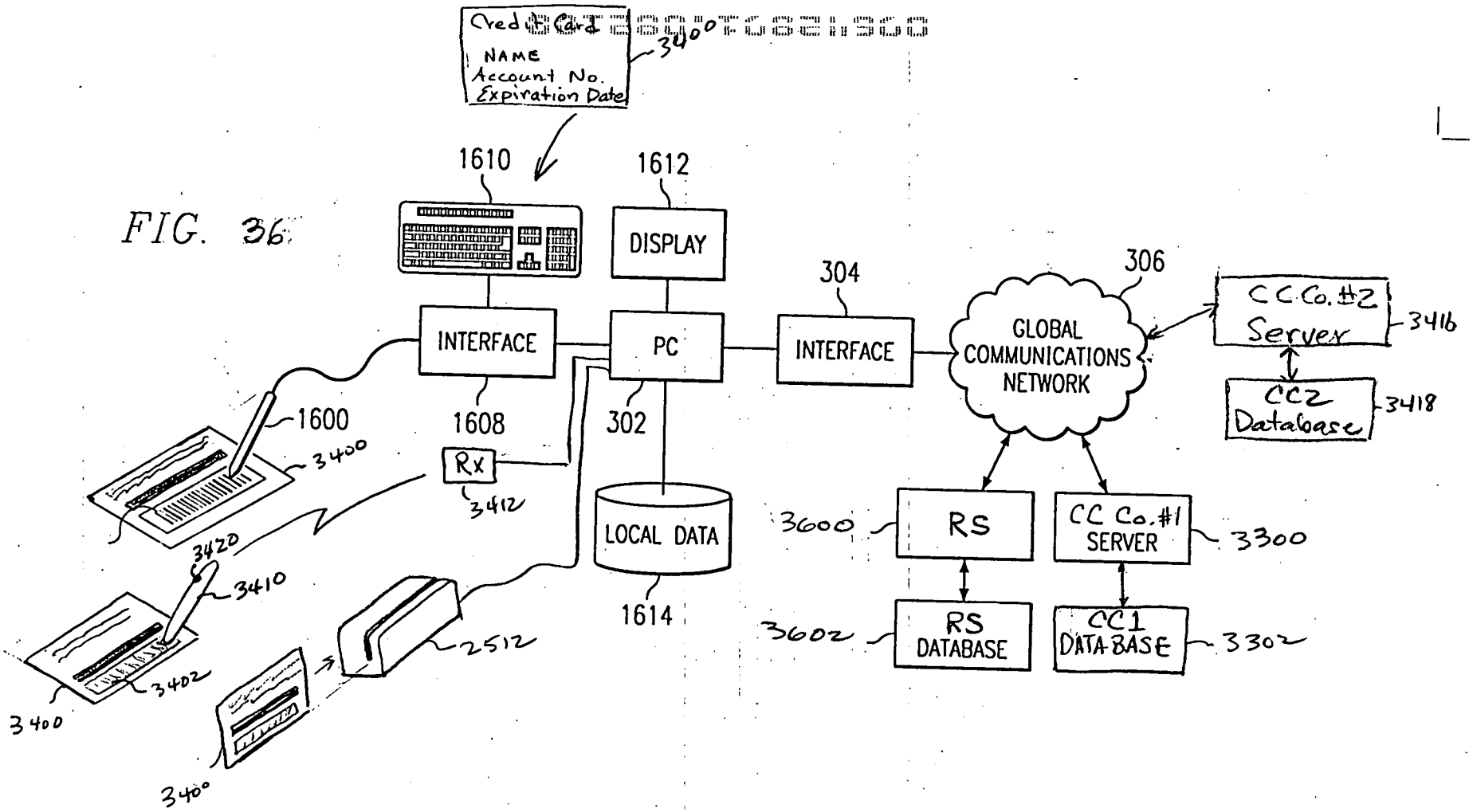

Start
Scan Credit Card MRC
3500
Extract Unique ID From MRC
3502
In A Local Database, Match Unique ID with Net Address of Credit Card Co.
3504
Match?
3506
N
Return Message To User
3508
Y
Obtain Net Address
3510
Connect PC To The Credit Card Co. Server
3512
Obtain User Account Info Based Upon Unique Code
3514
Return & Display User Account Info To User
3516
Stop

FIG. 35

FIG. 36



PHLY-25338

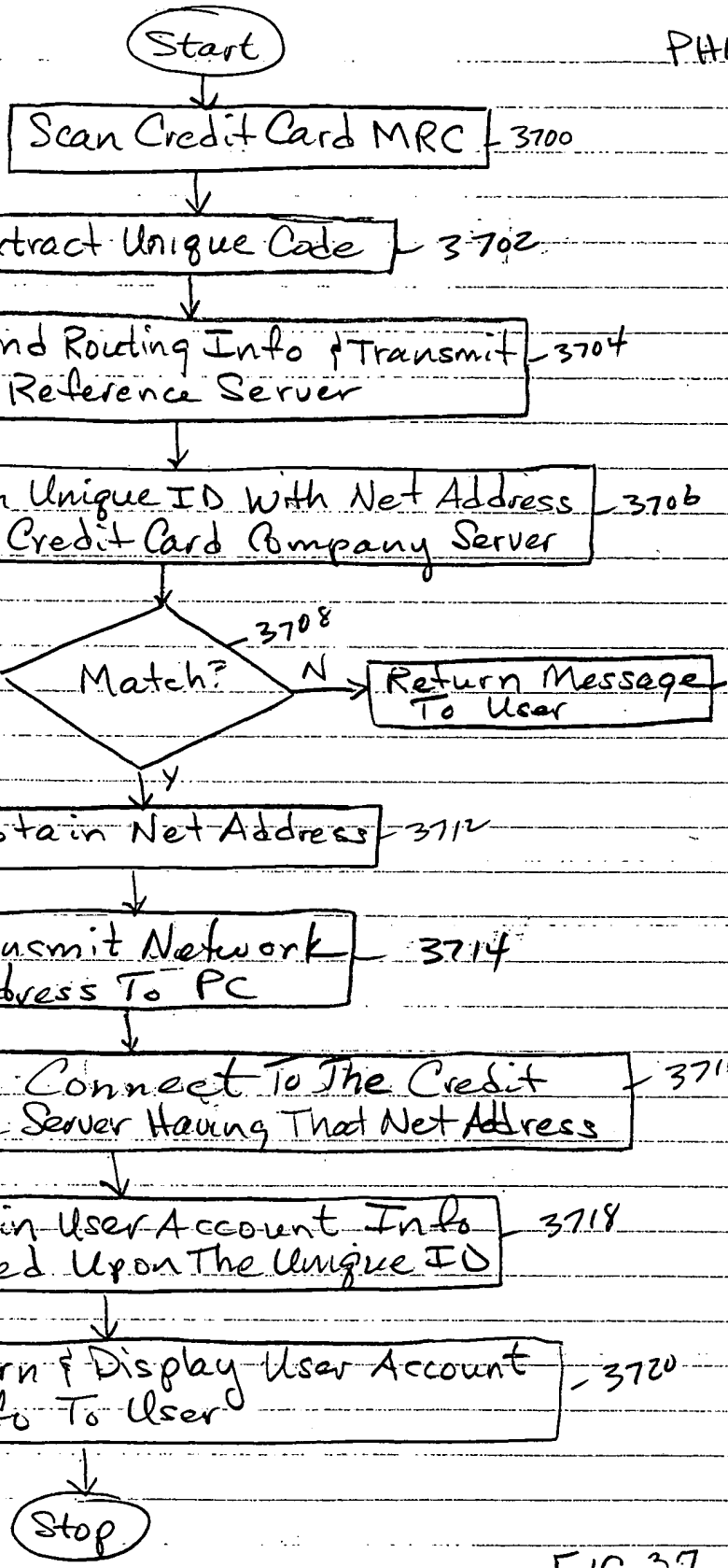

Start
Scan Credit Card MRC
3700
Extract Unique Code
3702
Append Routing Info & Transmit To Reference Server
3704
Match Unique ID With Net Address Of A Credit Card Company Server
3706
Match?
3708
N
Return Message To User
3710
Y
Obtain Net Address
3712
Transmit Network Address To PC
3714
Connect To The Credit Card Server Having That Net Address
3716
Obtain User Account Info Based Upon The Unique ID
3718
Return & Display User Account Info To User
3720
Stop

FIG. 37

3804 PIN #1	3812 PIN #2	3806 CC#1 Acct#	3814 CC#2 Acct#	3800 Unique ID	3808 User Name	3810 Exp Date#1	3816 Exp Date#2	3802 CCC#1 Net All	3818 CCC#2 Net All

FIG. 38

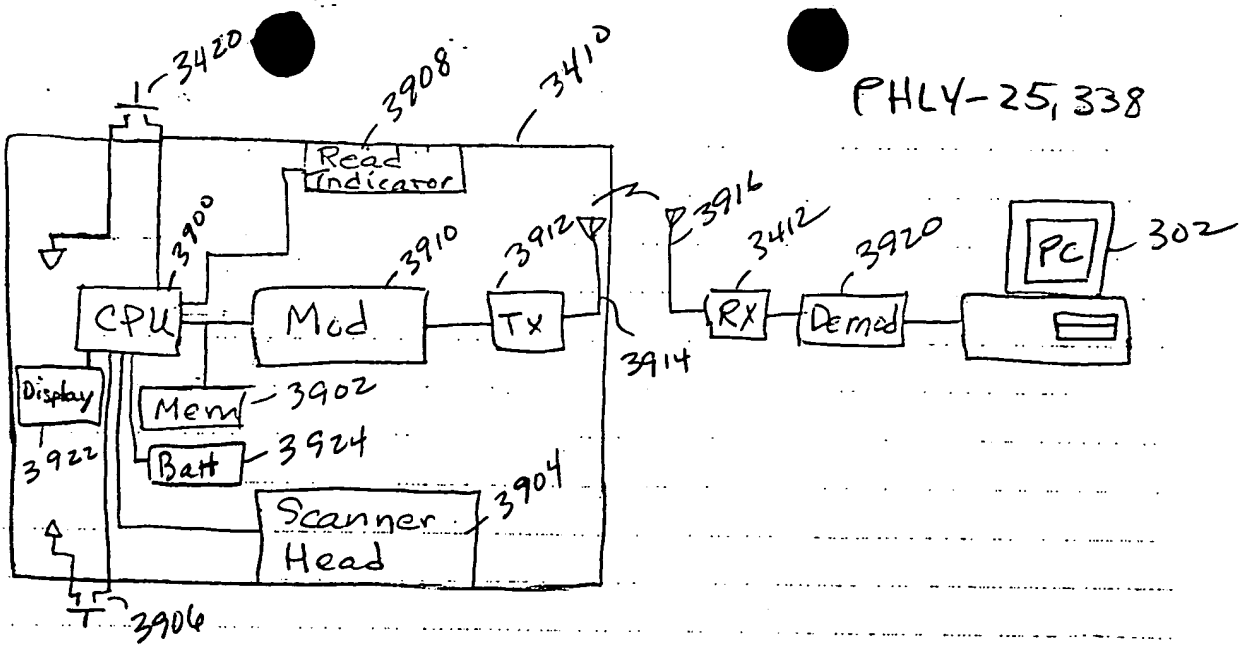

3420
3908
3410
Read Indicator
3900
3910
3912
3916
3412
3920
PC
302
CPU
Mod
TX
RX
Demod
3914
Display
Mem
3902
3922
Batt
3924
Scanner Head
3904
3906

FIG. 39

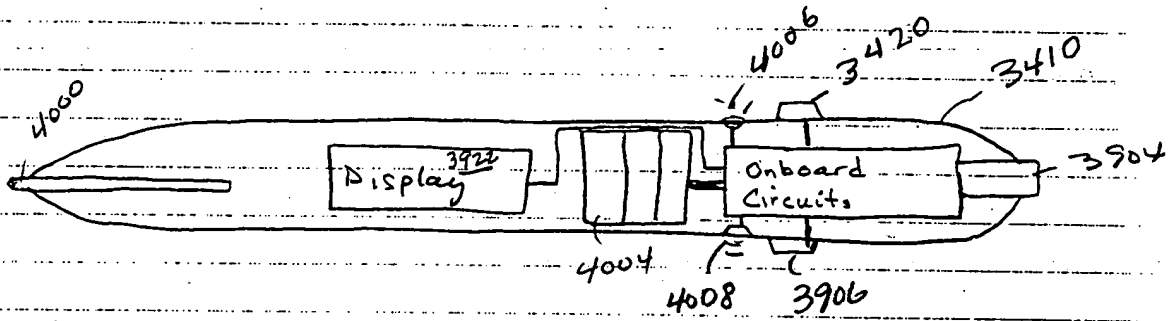

4006
3420
3410
4000
Display
3922
Onboard Circuits
3904
4004
4008
3906

FIG. 40

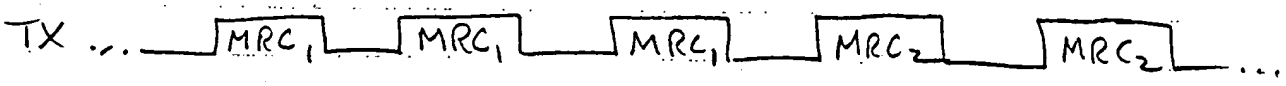


FIG. 41

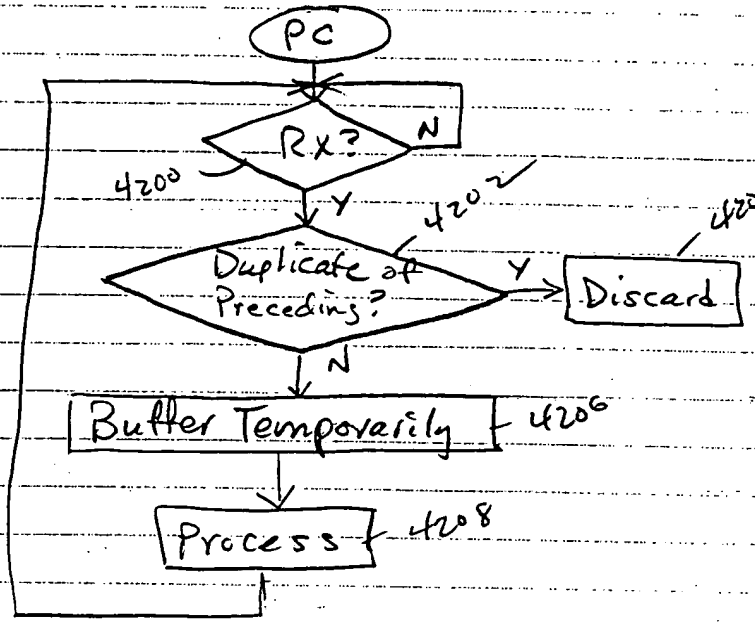


FIG. 42

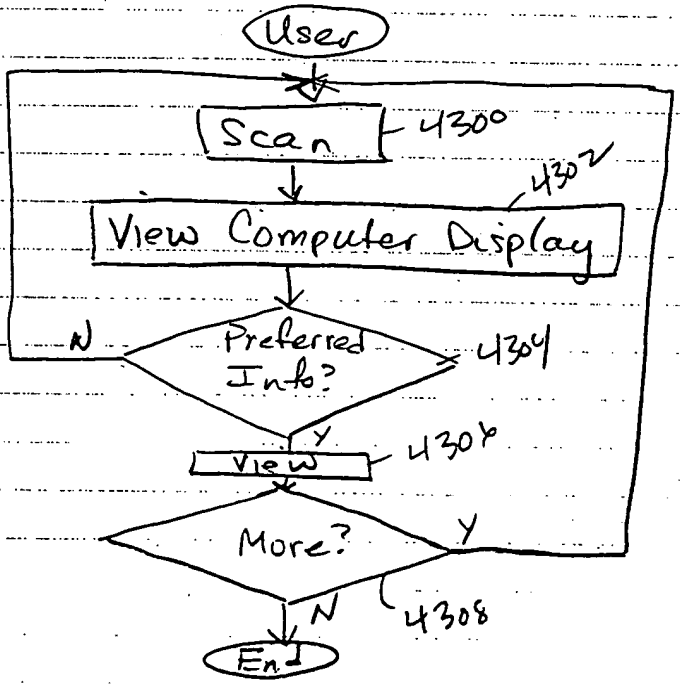


FIG. 43

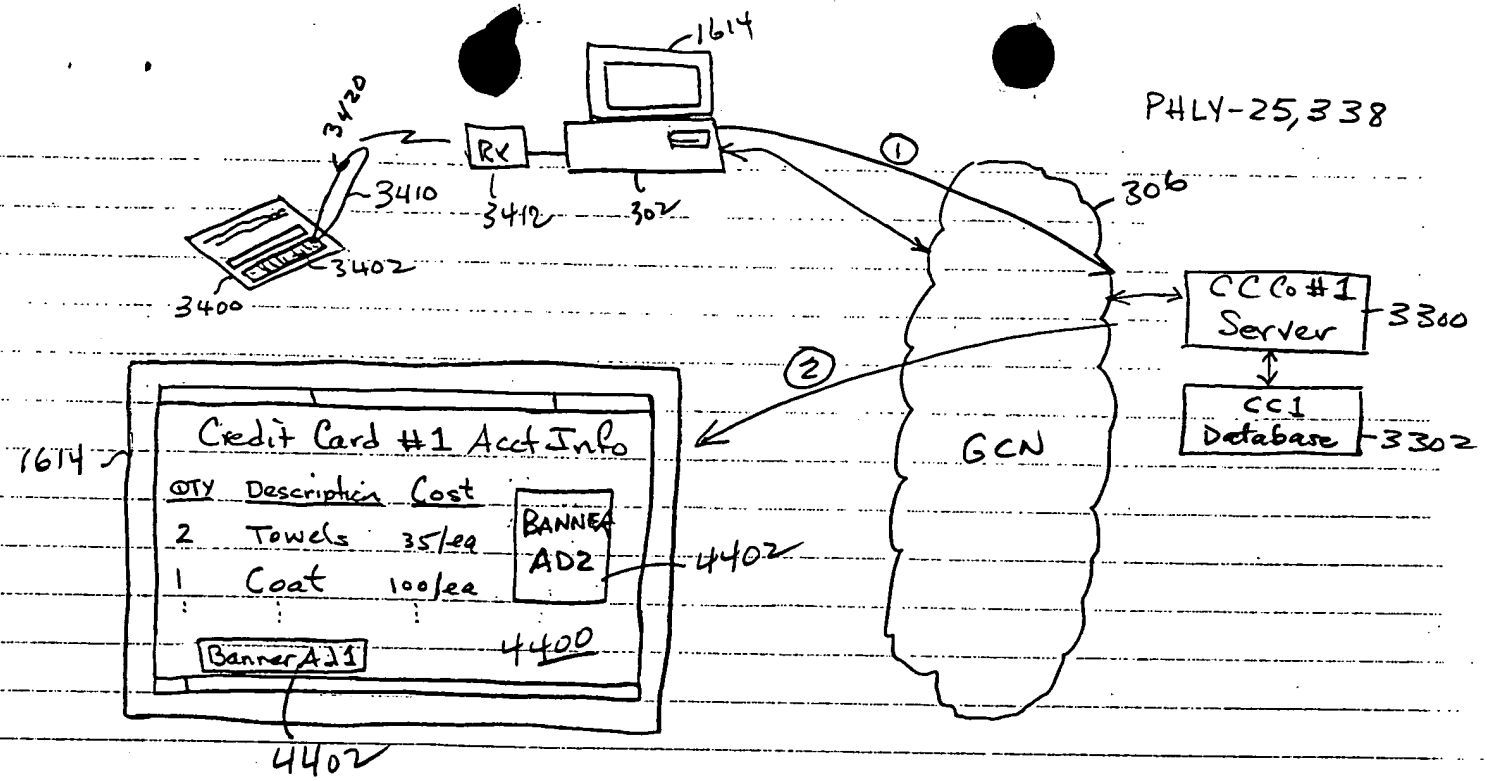

1614
3420
RX
3410
3412
302
3402
3400
306
1
CCCo #1 Server
3300
CC1 Database
3302
GCN
2
1614
Credit Card #1 Acct Info
QTY Description Cost
2 Towels 35/ea
1 Coat 100/ea
BANNER AD2
4402
Banner A21
4400
4402

FIG. 44